



# Grit FOR LIFE

a desert cyclothon in defiance to cancer



## The Event

2800 Km across scalding  
sands of Rajasthan's Thar desert

“

14 Days of grit  
covering

**2800<sup>K</sup><sub>M</sub>**

”



18 NOV - 1 DEC 2020



AWARENESS  
TALKS



SCREENING  
CAMPS

[www.gritforlife.org](http://www.gritforlife.org)





Dear friend,

I write on behalf of **bcpcf-The Cancer Foundation**. We are a Not for Profit organization working to alleviate the sufferings of cancer patients amongst economically and socio educationally underprivileged communities in India.

Financial/charitable support from corporates, International and local donors enables us to raise awareness, conduct cancer detection camps, pay for cancer management, train and accredit professionals.

**GRIT FOR LIFE** is a unique fundraising endeavour of 'bcpcf -THE CANCER FOUNDATION' in total support of economically underprivileged cancer afflicted Indians. Through this event we intend to raise funds for active Prevention, Diagnosis, Treatment (**Check-ups, Surgery, Chemotherapy, Radiation & Hormonal Therapy**) of needy patients drawn from all age groups, sexes, races, ethnicities across India.

**2800 km** across scalding sands of Rajasthan's Thar desert, this **14 days** long cyclothon beginning from **New Delhi** on **18 November 2020** passing through **Bikaner, Jaisalmer, Barmer, Mount Abu, Udaipur, Jodhpur, Ajmer, Jaipur** and interspersed with a screening clinic & public awareness talks along the way, is a monumental challenge to human endurance.

This event also aims to impart basic information regarding this scourge amongst lay public along the route. This will raise awareness level and send home the crucial message that no matter how tough the journey be, with focus and determination one can emerge victorious.

This cyclothon shall culminate in a **Gala Gratitude Charity DINNER** at New Delhi.

We are therefore requesting you to become one of this fundraising event's sponsors. It is also an opportunity to demonstrate the cooperation between Non-Government Organisations and Private Sectors to the benefit of the people

**We look forward to an early confirmation.**

Thank you and with best regards,

**DR SAMEER KAUL**

President

bcpcf-THE CANCER FOUNDATION

Head & Sr. Consultant Surgical Oncology & Robotics

APOLLO CANCER INSTITUTE, Delhi

**MRIDUL ARORA**

Executive Director

bcpcf-THE CANCER FOUNDATION

**bcpcf-THE CANCER FOUNDATION**

Off: A1/132, L.G.F

M: +91-9811261709

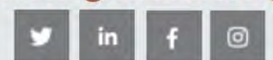
Safderjung Enclave

E: bcpcf@hotmail.com

New Delhi 110029

W: www.bcpcf.com

[www.gritforlife.org](http://www.gritforlife.org)



**grittforlife**



# The Challenger

## Vicki Bedi

an accomplished Chartered Accountant, **Owner/Director of PS BEDI GROUP**, has achieved professional success in providing innovative solutions establishing abiding relationships across the globe.

His positions as **International Association of Exhibitions and Events (IAEE) Board Member 2012-15**, **International Exhibition Logistics Association (IELA) Chairman 2018-20**, **Events Industry Council Board Member 2020-22** are ardent recognition of his contributions to Industry

He was selected as one of The **100 Most Influential People** in the Global Event Industry. This prestigious list features leaders who have influenced the global event industry. This is a recognition of his work and contributions at global platforms.

As a **14<sup>th</sup> descendant** of **Baba Guru Nanak Dev** and inspired by his **UDASIS**, Mr Bedi steps away from his comfort zone to push his mind and body to its limit by cycling **2800 km** in 14 days (**18 Nov - 1 Dec 2020**) across scalding sands of Rajasthan's Thar desert, in order to raise funds for needy cancer sufferers.

As a **leader** he is focused on making the industry sustainable by means of setting-up common standards of excellence throughout supply chain & logistics industry at all levels across the globe and initiating projects aimed at developing women leadership.

As a **patriot** he is dedicated to building India's image of a trusted partner with rich legacy of successful entrepreneurship and businesses that has a history of many centuries.

A **Chartered Accountant**, an erstwhile **Rotarian** associated with various NGOs, working with blind children and street children education spaces.

As a **responsible citizen** of the world, street children, environment, cancer and de-addiction are matters he cares for and supports financially.

Avidly into **adventure sports** - sky diving, bungy jumping, white & black water rafting, cave crawling, scuba diving, biking (motorcycle).....

Earlier cycled from Delhi to Dera Baba Nanak and undertook a trek to Gokyo Lakes.



# Donate **kms**

Your donation shall enable bcpbf-The Cancer Foundation's to pay for a needy patients cancer management. SO WHY WONT YOU Gift a Life

## DONATE A km

Rs 10000

## SILVER DONOR

Rs 25000 (5 km)

(Single Invite for the Gala Charity Dinner)

## GOLDEN DONOR

Rs 50000 (10 km)

(Couple Invite for the Gala Charity Dinner)

## PLATINUM DONOR

Rs 100000 (20 km)

(2 Couple Invites for the Gala Charity Dinner)

[www.gritforlife.org/donate](http://www.gritforlife.org/donate)

All donations are tax exempted under section 80G of Indian Income Tax Act 1961

# CORPORATE SPONSORSHIP

## Levels

|                     |          |
|---------------------|----------|
| DIAMOND (TITLE)     | 1 Cr     |
| PLATINUM            | 50 Lac   |
| GOLD                | 25 Lac   |
| SILVER              | 10 Lac   |
| BRONZE              | 05 Lac   |
| Platinum Donor Card | 01 Lac   |
| Golden Donor Card   | 50,000/- |





## Would you like to be our partner in

| LEVEL  | CATEGORY   |
|--------|--|
| GOLD   | <b>HOSPITALITY</b><br>Boarding & Lodging during the event for the volunteers/supporting staff, Gala Gratitude Charity Dinner, memberships & nights (for special award/rewards) |
| GOLD   | <b>TRAVEL</b><br>Travel / Transport cost pre, interim and post of the event including participants   |
| SILVER | <b>IT PARTNER</b><br>Social Media, Promotion, Electronic & Print Media   |
| BRONZE | <b>HEALTHCARE</b><br>Physician, Physiotherapist, Nutritionist, General Physician, Health Check-ups   |
| BRONZE | <b>ACCESSORIES</b><br>Cycle, Pedals, Health monitoring devices, Software, Shoes, Apparels  |
| BRONZE | <b>CANCER DETECTION CAMPS @ Barmer</b>   |
| BRONZE | <b>PUBLIC AWARENESS LECTURES @ Barmer, Jaisalmer, Udaipur/Jodhpur</b>  |
| BRONZE | <b>PRINTING</b>  |
| BRONZE | <b>FITNESS &amp; NUTRITION</b>   |

for further information kindly contact:

## Team Fundraising

Ms Mridul Arora | +91-9811261709 | bcpbf@hotmail.com | www.grittforlife.org

Dr Feroz Pasha | +91-9811284212 | grittforlife@gmail.com |     grittforlife

# SPONSOR/DONOR BENEFITS

Event will be known as  
Your Co's Name followed by Grit for Life

Print & electronic media coverage

Exclusive corporate recognition throughout  
the event (online & offline)

Logo on all promotional email blasts

Logo /web links on our website

Premium logo placement on event jerseys

Logo placement & special mention in  
Press release

Logo on banners & souvenir

Logo on e-invites

Logo placement in Social Media Posts

Platinum donor cards  
(a VIP seating arrangements for 4 people with  
dine and drink for the Gala Charity Dinner)

Golden donor cards  
a VIP seating arrangements for a couple with  
dine and drink for the Gala Charity Dinner.

**Diamond**  
(Title) 1Cr

**Platinum**  
50Lac

**Gold**  
25Lac

**Silver**  
10Lac

**Bronze**  
5Lac



5

10



5

5



5



4



2

Wednesday, 18 Nov, 2020

DELHI

Thursday, 19 Nov, 2020

CHURU

Friday, 20 Nov, 2020

BIKANER

Saturday, 21 Nov, 2020

PHALODI

Sunday, 22 Nov, 2020

JAISALMER

Monday, 23 Nov, 2020

BARMER

Tuesday, 24 Nov, 2020

SANCHORE

Wednesday, 25 Nov, 2020

MOUNT ABU

Thursday, 26 Nov, 2020

UDAIPUR

Friday, 27 Nov, 2020

JODHPUR

Saturday, 28 Nov, 2020

AJMER

Sunday, 29 Nov, 2020

JAIPUR

Monday, 30 Nov, 2020

NEEMRANA

Tuesday, 1 Dec, 2020

DELHI

# EVENT SCHEDULE



**2800** <sup>k</sup><sub>m</sub>

**IN 14 DAYS**

**Central Drug Repository**

**Patients Assistance Programme**

**CENTRAL DRUG REPOSITORY**

**256+** Patients Benefitted  
**Rs.2.38 Crores** Distributed Drugs Worth

**PATIENTS ASSISTANCE PROGRAM**

**660+** Patients Benefitted  
**Rs.2.7 Crores** (Surgery, Chemo, Radiation, Hormonotherapy)

**Conferences**

**WOMEN and** HIMALAYAN CANCER CONGRESS  
 3rd sept 2015, Classic Hotel, Imphal, Manipur

ONCO-HAEMATOLOGY 2011  
 SSCU-2019

**Public Awareness Lectures**

**NATIONAL INTERNATIONAL CONFERENCES**

**10** Conferences  
**3** Countries  
**325** Faculty

**2600+** Leading Oncologist & Practitioner

**PUBLIC AWARENESS LECTURES**

**65** Lectures  
**21** States  
**3** Countries

**22000+** Awareness Beneficiaries

**Continuing Medical Education**

**WOMEN & CANCER**

**Training And Workshop**

**CANTALK**  
 Advanced Instructional Course in  
 GENETICS & TISSUE DIAGNOSIS

**CONTINUING MEDICAL EDUCATION**

**25** Cme  
**13** Cities  
**12** States  
**110** Faculty

**3400+** Health Care Providers

**TRAINING, ACCREDITATION, WORKSHOPS**

**855** Doctors, Students, Nurses

**Cancer Detection Camp**

**bcprf-The Cancer Foundation**  
 Its programme 'Health at your doorstep' has undertaken to promote cancer awareness, early detection of cancer & good health.

|           |             |           |            |
|-----------|-------------|-----------|------------|
| New Delhi | Afghanistan | Jagati    | Kayamgunj  |
| Ambala    | Nepal       | Meerut    | Rewari     |
| Jammu     | Shimla      | Ghaziabad | Kashmir    |
| Jodhpur   | Guwahati    | Rajouri   | Kabul      |
| Saket     | Shimla      | Bahai     | Zamrudpur  |
| Imphal    | Faridabad   | Kathmandu | Farukhabad |
| Patna     | Vrindavan   | Dehradoun | Gulmarg    |
|           | Gopal Gunj  |           | Gurgaon    |

**Fundraiser**

**ERADICATE CANCER**

**65** Camps  
**20** Cities  
**11** States

**21500+** Preventive Checkups